

This is Kyle.

(an animated Kyle waves to camera)

Kyle was just put in charge of his company's new website development project.

While he's happy his boss sees leadership material in him, he's less than enthused with the headaches he's about to endure over the next 3 months.

(The smile fades from Kyle's face and a look of slight panic replaces it)

He knows about these headaches from Jan...

(Jan joins Kyle on screen. She looks frazzled with bags under her eyes)

...who just finished heading up the development of the company's new online app.

(Jan holds up an agency quotation for \$10,000...expresses concern...can't afford it)

Jan didn't know any better and hired 4 freelancers on another platform.

(we now see Jan in the recent past, in front of her computer, wildly typing, frustrated, pulling her hair out, etc.)

Jan was a bit leery because the platform forced her to create a separate project for each freelancer, but she went ahead and hoped for the best.

Unfortunately, 'the best' never came.

What **did** come were unexpected delays and reworks because of communication breakdowns, and tons of wasted, precious time spent trying in vain to coordinate all of the freelancers who had disconnected tasks and timelines.

In the end the final product did not meet Jan's expectations because of the lack of collaboration among the freelancers.

(A defeated Jan dramatically drops her head down on her desk with a loud **THUD**)

(Back to present time, Kyle sits in front of his computer. CUT TO: TIGHT SHOT OF HIS COMPUTER SCREEN: we see he is looking through freelancer profiles on another platform)

And it looks like Kyle is about to go down that same, painful road.

(A co-worker approaches Kyle's desk)

This is Amit, the new guy in sales. Amit tells Kyle about Execuvite, a new market platform for freelance teams he used on a recent project.

(As Amit ‘speaks’ to Kyle, we can CUT AWAY and see screenshots from Execuvite’s interface and different icons that represent the features being discussed...)

Execuvite enables executives to outsource complete projects to multi-functional freelance teams.

These teams work like virtual agencies called ‘partnerships’ and deliver high quality at a fraction of the cost of expert firms.

Combining a marketplace, SaaS and professional network, Execuvite’s platform makes engaging a virtual-contingent workforce for complex projects and business processes pain-free.

- The marketplace is where transactions happen.
- The SaaS is the project management and collaboration platform.
- And the network is where partnerships are formed.

With Execuvite, elite freelancers, from writers to web developers to graphics designers and more, can be hired as a single, cohesive team.

This means time is saved, development is accelerated, quality is improved, and budgets are met.

It also means no headaches for Kyle.

(POP BACK OUT:

Kyle is so grateful that Amit just saved him months of frustration, he hugs him. After a couple of seconds, Amit starts to pull away but Kyle, completely grateful and happy in this moment, doesn’t let go. Yes, it’s one of those long awkward hugs.)

If you want to be as happy as Kyle, trust your next project to Execuvite.

END.